

SUBJECT NAME – ART APPRECIATION AND AESTHETICS

SUBJECT CODE – 3356205

FOCUS:

A global survey and comparative exploration of art, architecture, and design from the historical origins of civilization to contemporary manifestations of art practice. Emphasis will be placed on the artist's role in society and how social factors give rise to various art forms. Students will evaluate and examine contextual and cultural factors and their influence on the patronage and production of formal and stylistic visual languages that arises out of a specific time, place, and culture. Art appreciation requires the acquisition of a critical and formal language in which students come to identify, describe, analyze and compare the visual characteristics of various works using the correct art historical terminology and vocabulary. Art appreciation cultivates a deeper and more expansive awareness of Art, images, and the vast cultural histories we have inherited. In addition to this course, the student should realize the importance of Aesthetics as one dimension of Quality in Business Products and Services. A good combination of Business, Information Technology will be integrated in Art Appreciation and Aesthetics.

CONTENTS:

- Identify the purposes and functions of art in human society and arrive at a coherent definition of what is meant by "art" as a cultural endeavor.
- Define basic art terms and processes; develop a knowledge of and an ability to recognize design principles and elements in selected works of art.
- Identify by artist, title, or style, major selected art works from various historical and global contexts in a variety of media.
- Understand the highlights of the biographies of a variety of artists as they relate to the meaning of their works.
- Study of different art isms such as Abstract Art, Dadaism, Brutalism, and Impressionism.
- Recognize major periods of world art history.
- Describe the techniques used in a variety of art media.
- Develop a formal analysis of a work of art.
- Evaluate the relationship of form to content and context.
- Understand and identify the symbols used in iconographic art works.
- Demonstrate an understanding of art criticism including the description, analysis, interpretation, and evaluation of a given work.
- Develop a deeper understanding of the culture that we are currently immersed in, and the ability to think critically with regards to the images and visual forms that engage us.
- ARTS IN TIME: Prehistoric, Egyptian, Greek, Roman, Medieval, Renaissance, Baroque, Rococo, Nineteenth Century, Twentieth Century, Art Since 1945
- AESTHETICS AND QUALITY: Dimensions of Quality, Products and Service Design, The Value of Aesthetics in Business

SUGGESTED BOOKS

- Introduction to Art Appreciation and Aesthetics by Panizo, Rustia, Rex Bookstore, Inc.
- Aesthetics and the Environment: The Appreciation of Nature, Art and Architecture by Allen Carlson, Routledge, 2000
- Art and ideas by William Fleming
- Aesthetics by Yuri Borev
- The story of modern art by Sheldon Cheney